

ESG | SERIES

PROFIT WITHOUT PURPOSE IS OUTDATED:

*Welcome to CSR 2.0 and
ESG*



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WHAT IS **CSR** 2.0 ?

*CSR 2.0 - A strategic,
ESG - Aligned approach*

Not just donations or compliance. It's about:

- Creating long-term impact
- Integrating responsibility into business
- Solving real social & environmental problems



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CSR THEN VS NOW

CSR 1.0

- Charity-led
- Short-term campaigns
- Reputation-focused
- Separate from core business



CSR 2.0

- Strategy-led
- Long-term impact
- Accountability-focused
- Embedded in business decisions
- Linked to environmental, social, and governance priorities



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KEY PRINCIPLES

What drives CSR 2.0 and ESG impact?



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WHY IT MATTERS

Why should companies care?

- Builds trust & brand value
- Attracts conscious consumers
- Drives long-term growth
- Creates real change



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PROFIT ALONE WON'T FUTURE PROOF A BUSINESS.

ESG-driven responsibility will.

CSR 2.0 is about more than compliance.
It is about building resilient, trusted,
and impact-led businesses.

Are you ready to move from charity to strategy?
Share your thoughts in the comments
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